



WIC Because You Care

North Dakota WIC Program Annual Report 2008

WIC 2008 Report

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2008 Annual Report

Welcome to the North Dakota WIC 2008 Annual Report. WIC is the Special Nutrition Program for Women, Infants and Children. In this report, you'll find information about how WIC is making a difference in our communities, from improving the health of mothers and their children to contributions to our state and local economies.

WIC is designed to provide families with the knowledge and resources to make healthy choices about what they eat. It is this focus on good nutrition and the primary role it plays in preventing lifelong health and developmental problems that defines WIC's core mission.

2008 WIC Funding

WIC is sustained by federal dollars and rebates:

- Federal funds (U.S. Dept of Agriculture) — \$10.3 million
- Infant formula manufacturer rebate — \$2.7 million

North Dakota WIC Facts

- North Dakota WIC provides nutritious foods, nutrition education and access to health services to more than 22,000 women and children who are nutritionally or medically at risk each year.
- More than half of all infants born in North Dakota are served by WIC.
- WIC-issued checks are used at 200 grocery stores statewide.
- WIC services are provided in all 53 counties in 81 communities by local public health, hospitals and tribal agencies.



"I like WIC cause it helps for food costs and gives my family variety of selection that I may not buy. I like the height and weight of my kids, hemoglobin checks, to be able to know where they're at."

WIC participant comment

North Dakota WIC Household Characteristics

- Average household size is between three and four individuals.
- More than 60 percent are two-parent families.
- More than 65 percent report one or both adults work full-time, and another 16 percent have adults who work part-time.
- Fifty-six percent receive food stamps, and 78 percent participate in Medicaid.



WIC Is Prevention by Design

WIC is built on decades of medical research that shows promoting healthy habits early in life is a powerful and cost-effective way to support healthy pregnancies, prevent low birth weight infants and prevent chronic conditions like obesity, diabetes and heart disease. WIC also:

- Reduces premature births.
- Lowers infant mortality.
- Prevents childhood anemia.
- Improves cognitive development.



Who WIC Serves

Lower-income pregnant, postpartum, and breastfeeding women and children younger than 5 who have a health or nutrition risk are eligible for WIC. In 2008, local WIC programs served:

- More than 22,000 women, infants and children.
- Sixty percent of all infants born in North Dakota.
- Working families – more than 81 percent of WIC households included at least one or more individuals who were employed.

How WIC Helps

WIC provides a unique set of targeted services to help families give their children a healthy start. Core services include:

- Individual assessment of growth and health.
- Education and counseling about healthy food choices and ways to be more active.
- Breastfeeding education and support as children who are breastfed experience less asthma and diabetes.
- Nutritious foods purchased with WIC checks.
- Referrals to primary and preventative health-care and social services.

And you don't get the runaround at WIC. In one appointment, WIC determines eligibility, conducts a health screening, provides nutrition education, makes referrals, and issues WIC checks.



WIC Foods Are Key

WIC provides the right foods at the right time to promote good growth and development. All WIC foods are rich in nutrients known to be inadequate in the diets of children from lower-income families.



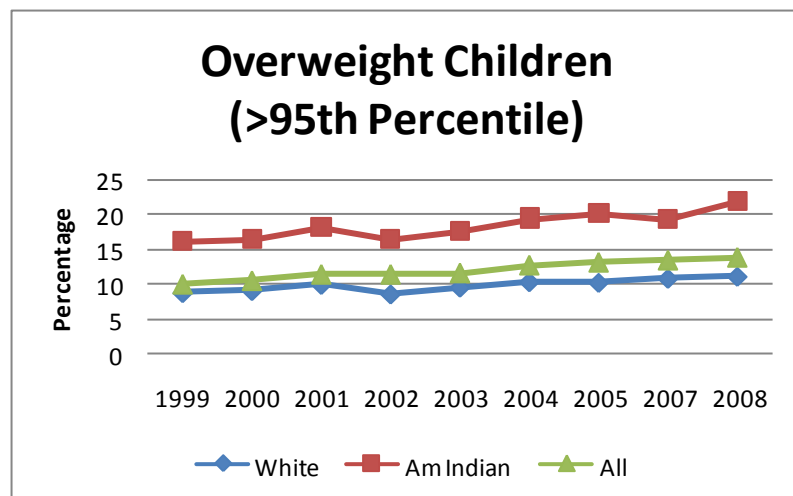
WIC foods	Nutrients	Health Benefits
Milk, cheese	Calcium	Builds healthy bones and teeth, prevents osteoporosis
Eggs, iron-fortified cereals, dry beans and peas	Iron	Builds blood cells; prevents anemia
Milk, cheese, eggs, tuna, peanut butter, dry beans and peas	Protein	Builds muscle and blood cells; supports healthy growth
Milk, carrots	Vitamin A	Supports healthy eyes and skin
Fruits and vegetable juices	Vitamin C	Fights infections; promotes healing; improves iron absorption
Milk	Vitamin D	Improves calcium absorption

North Dakota WIC Health Profiles and Trends

Overweight. Overweight children are those whose weight-for-length is greater than the 95th percentile on growth charts. Only about 5 percent of children are expected to fall into this range. As you can see in the chart below, the percentage of overweight children in North Dakota is more than twice the expected amount and is increasing, which is part of a national trend. High weight-for-height is a significant concern for American Indian children.

Healthy Habits

The North Dakota WIC Program is working to help families eat better and get active. WIC staff discuss a variety of ways to support a healthy weight so parents can choose what works for *their* family. WIC has a number of colorful, eye-catching materials to share with families that reinforce key health messages. WIC also promotes breastfeeding, which has been proven to reduce the risk of childhood obesity.



Each month the *Pick-WIC Paper*, the North Dakota WIC newsletter, features a segment on *Turn Off the TV* (with suggestions for family activities) along with nutritious recipes that are easy to make. The newsletter also features an “eating together” segment with suggestions for family mealtime conversations.



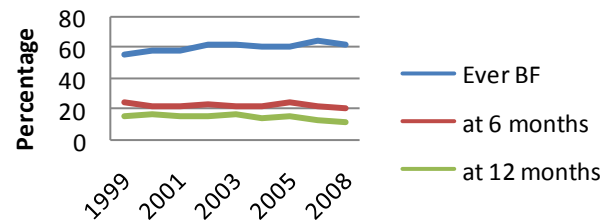
WIC Breastfeeding Rates. North Dakota WIC actively promotes breastfeeding as the optimal method of infant feeding. Breastfeeding is on the increase for the WIC population and is fast approaching the overall state rate (66%). We still have a way to go before we reach our goals as you can see in the chart below. The 2010 goals are to have 75 percent of all new mothers start breastfeeding their infants during the early postpartum period, 50 percent of mothers breastfeeding at six months and 25 percent at one year.

Healthy Habits

Breastfeeding is one of the most powerful and cost-effective ways to protect the health of infants and children. For this reason, breastfeeding promotion and support has been one of WIC's priorities for more than 20 years.



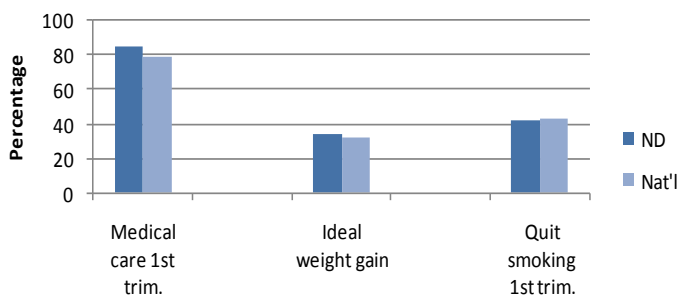
ND WIC Trends in Breastfeeding



- Local WIC nutritionists participate in a number of local coalitions that mobilize community support to remove the physical, cultural and policy barriers to breastfeeding.
- WIC supports multi-cultural peer-counselor programs at three local WIC agencies.
- Each year, North Dakota WIC supports training about breastfeeding for WIC staff.
- Breastfeeding initiation rates are lowest among women with lower incomes. In North Dakota, WIC has worked to close the gap between these women and the general population.

Prenatal Behavior. Pregnant North Dakota WIC participants are just as likely to gain the ideal amount of weight during their pregnancy and more likely to enroll in medical care their first trimesters of pregnancy than their national counterparts. They are also just as likely to quit smoking during their first trimester as their national counterparts. All of these behaviors are desired.

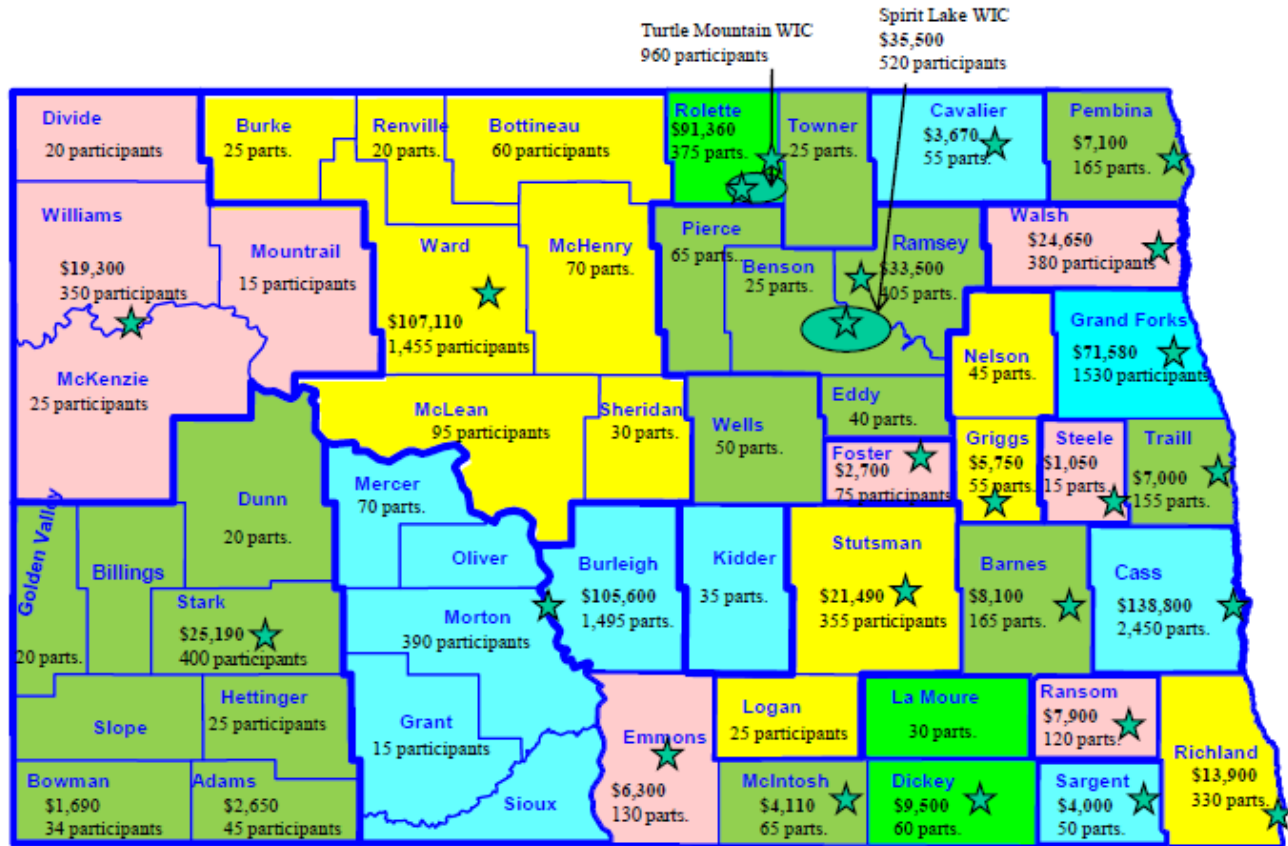
Behaviors Promoting Good Pregnancy Outcomes



Individual behavior affects a person's health more than anything else. Changing behavior is hard and can be especially challenging for families struggling to make ends meet.

WIC's participant-centered education helps moms build on their healthy habits to create an even healthier future for their children. WIC's referrals to others services, like to medical providers for prenatal care or to the North Dakota Tobacco Quitline, help moms give their babies a healthy start.

North Dakota WIC Participants and Food Dollars. There are 26 local WIC administering agencies providing services across the state, identified by different color areas on the map. The administering agencies include single- and multi-county public health units, community hospitals, and tribes. Below are monthly averages for participation by county (or parts) and the monthly average of food dollars spent by the administering agency (which in some cases includes several counties). The star designates the location of the main office of the WIC administering agency.



Coming This Fall!

WIC will have a different food package October 1, 2009. New additions include fresh fruits and vegetables, whole grain products, and baby food. These additions will join the current package items like milk, juice, eggs and cereal. The new WIC food package will be more in line with the 2005 Dietary Guidelines for Americans and current infant feeding practices guidelines of the American Academy of Pediatrics.

New WIC Foods Coming in the Fall of 2009

- More foods for breastfeeding moms and their babies
- Mom's food will depend on how she is feeding her baby
- Formula amounts will be based on the baby's age and how the baby is fed
- NEW food for infants: Baby food: vegetables, fruits and meats
- 2%, 1% and skim milk for children over two years and for women
- Changes in the amount of cheese and milk
- NEW food for women and children: fresh vegetables and fruit
- NEW food: Whole wheat and whole grain bread
- Other whole grain options including brown rice, corn and whole wheat tortillas
- NEW protein choices for breastfeeding women: Salmon in addition to tuna
- Vegetables and Fruit in place of some of the juice
- NEW Canned beans in addition to dried beans or peanut butter
- Coming to North Dakota WIC October 1, 2009

Adapted from the New York State Department of Health

Participant Survey

Each year, WIC participants are asked about the value of WIC services. Families offer suggestions about how to improve WIC services and provide demographic information so WIC staff can improve and better target services. Described in this report are some results from the 2009 survey.

WIC families were asked to rate the services provided by WIC on a scale of 1 to 5, with 1 being everything is great. Ninety-four percent (94%) gave WIC a 1 or 2 rating.

Question: WIC has helped my family and me make the following choices.

Eat more fruits	55%
Eat more vegetables	54%
Cook/prepare a larger variety of foods on my own	54%
Have a regular mealtime	49%
Have regular snack times for my children	39%
Drink a lower-fat milk	36%
Let my children (if old enough) help in the kitchen	31%
Cook with foods lower in fat	30%
Let my children decide how much to eat	25%
Eat more dry beans	23%
Watch less TV	21%
Breastfeed my baby	7%



Question: We want our WIC services to be provided to you in the best way possible.

WIC staff see me on time.	Always 81%	Usually 17%	Sometimes 2%	Never
WIC lets me know about other services.	Always 71%	Usually 19%	Sometimes 6%	Never 1%
WIC staff are friendly and are happy to see me.	Always 89%	Usually 10%	Sometimes 1%	Never
WIC staff and I discuss my needs or concerns.	Always 86%	Usually 11%	Sometimes 2%	Never 1%

More information About North Dakota WIC

North Dakota WIC has a number of web pages with information about the program. On these pages, you will find who WIC serves, the benefits offered, eligibility requirements, what to bring to that first appointment and answers to some frequently asked questions. We also recently added a number of pages with the resources that we specifically designed for the new WIC food package that will be coming Oct. 1, 2009, including a copy of the new approved WIC food list.



Under “Publications” you will find links to a number of resources including some of WIC’s most popular participant handouts, the latest issues of Pick-WIC (the monthly newsletter), and surveillance data from the U.S. Centers for Disease Control and Prevention that compares health-outcome data for the North Dakota population to the rest of the nation.

To locate these page/resource, go to:

North Dakota WIC home page

October 2009 WIC food list

WIC publications

www.ndhealth.gov/wic

www.ndhealth.gov/wic and click on “New Food Package — Vendors” to find October 2009 food list

www.ndhealth.gov/wic and click on “Publications” link on the left.